

# LUCIANO BENEDETTO

CORPORATE STRATEGIST | OPPORTUNITY BUILDER | TECHNOLOGY INVENTOR | ENTREPRENEUR

"Sports and fitness have made me who I am—from swimming and gymnastics as a kid to running, cycling, and triathlons in college to CrossFit and sailing in recent years. They've pushed me to take risks, make sacrifices, stay focused, and get out of my comfort zone. They remind me what I'm capable of—both in life and in business."—L. Benedetto

## HEAD OF GLOBAL ENTREPRENEURSHIP, INNOVATION, & STRATEGY

CORPORATE VENTURING • GLOBAL BUSINESS DEVELOPMENT • MARKETING & BRAND POSITIONING • HIGH-TECH INNOVATION

Fitness, Health, & Wellness • Sports & Nutrition Tech • Deep Expertise & Relationships in Entertainment, Media, & Fashion

BUILT 2 POWERHOUSE STARTUPS FROM SCRATCH | REALIZED RAPID, EXPLOSIVE GROWTH | SOLD BOTH AT A PREMIUM

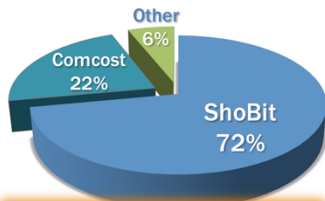
- ✓ Positioned pioneering tech company to outcompete #1 industry leader, Comcost, and attract Silicon Valley investors after signing on **Viacon, NBGUniversul, Tyme Warner, Varizon**, and 60+ others. Orchestrated highly profitable exit to meet 5-year strategic plan. (CEO/Founder, ShoBit)
- ✓ Navigated startup B2B marketing agency from **\$0 into attractive acquisition target** for Corporate XPress (CX). Stayed on to expand CX's geographic breadth from USA into Italy, propelled sales from **€0 ↑ €120M**, and situated CX (now Styple Advantage) as **1 of 3 top power players in Italy**. (CEO/Founder, Zone Marketing — CMO, CX/Styple)

### 3-YEAR SALES EXPLOSION

Start	Year 1	Year 3
€0	€65M	€120M



LEVERAGED INGENUITY, PERSEVERANCE, & OPPORTUNITY DISCOVERY INTO MULTIMILLION-DOLLAR COMMERCIAL SUCCESS



### MARKET DOMINANCE

- ✓ Designed, fast-tracked development, and marketed ShoBit platform to **claim first-mover advantage and dominate over competing tech** made by **\$75B market entrant, Comcost**. ShoBit.tv hailed by top media execs and millions of consumers. (CEO/Founder, ShoBit)
- ✓ Turned lifelong passion for writing and skill in dealmaking into lucrative commercial enterprise, infiltrating well-guarded Hollywood power circles to **capture contracts with FILMAERO, A&B Network, and Universul Studios**. (Producer/Writer)

## ENTREPRENEURIAL FITNESS VENTURES

### Promoting Wellness, One Company at a Time...

Built business case to **fuel corporate wellness at Pradi**. Currently in talks with C-level/board leadership to open CrossFit Box gym at company headquarters in Milan.

### Revolutionizing the Way Italians Exercise...

As early adopter of U.S.-based ClassPass technology, adapted \$400M fitness-class concept and **launched UpFit with lean startup approach to tap into high-potential Italian market**—15 million gym members at 9,500+ studios and boutique gyms. Obtaining VC financing and discussing pilot programs in 2 major cities at present.

## 6X-CERTIFIED COACH & COMPETITOR...

*Who knows the fitness industry inside and out*

- ✓ Coached thousands on CrossFit—from Olympic athletes to Los Angeles' underprivileged youth—and changed lives along the way. [2007-2016]
- ✓ Regularly train 30 hours a week to compete against 200 athletes at CrossFit events. [2007-Present]

## CERTIFIED IN SPORTS NUTRITION...

*By the International Sports Sciences Association [2012]*

- ✓ Relevant courses in Fitness & Exercise Science, Anatomy, Physiology, and Biology. [2008-2014]

## LICENSED SAILBOAT CAPTAIN

### VALUE-ADDED DISTINGUISHERS

**Master of Science In Economics & Development**, University of Rome, Italy

**Multilingual:** English, Italian, Spanish, and Arabic

**Dual Citizenship:** Italy/EU and USA

## HIGH-IMPACT CAREER LEGACY

### Propelled Tech Startup from “2 Guys in a Garage” to Eclipse a \$75B Industry Titan [2011–2016]

CEO/Founder: ShoBit (sold to Piell Technologies), Beverly Hills, CA

Identified and seized opportunity to fill gap in underserved market. Helmed ShoBit.tv from ideation, fundraising, and commercialization strategies to product and business development, customer acquisition, and high-multiple strategic buyout—overcoming mountain-sized technical, legal, and people challenges along the way.

#### Sparked Excitement & Fast-Tracked Time to Market...

- ✓ Closed \$750K seed financing with major San Francisco-based VC firm after 7 long months and 26 meetings of pitch deck presentations.
- ✓ Unveiled ShoBit as first-to-market by recruiting “rock star” engineer to accelerate product development from concept to deliverable in record 10 months.

#### Captured 72% Product Market Share in USA by Breaking Down Near-Impossible Barriers...

- ✓ Skyrocketed network from 0 to 9 cable/satellite companies (e.g., SaTV, DishNet, Tyme Warner Cable, Varizon, AT&C, TeVo) and 1.3 million subscribers.
- ✓ Formed strategic partnership with Broadcast Interaction Media's GiantTV.com, expanding ShoBit.tv's credibility and GiantTV's reach into mobile.

### Broke Into the 3<sup>rd</sup> Most Difficult Industry in the World & Thrived [2002–2011]

Producer & Writer: FILMAERO, A&B NETWORK, UNIVERSUL STUDIOS, Los Angeles, CA

Translated passion for storytelling and economics into business success. As industry outsider, impressed Italian filmmaker Arturo De Laurentiis with screen adaptation of Jennifer Finney Boylan's best seller, *She's Not There*, and received script option and exclusive invitation to open and operate his FILMAERO production office in Los Angeles.

Rationalized pre-production and development processes to ensure smooth operations while controlling budgets, cash flow, and industry egos. [2002-2007]

Advanced career to capitalize on the film industry's open market system, turning freelance writing services into a profitable business. Wrote and sold scripts—from comedies and original TV series to dramas and psychological thrillers, including the adaptation of Giorgio Faletti's best seller, *I Kill*—to UNIVERSUL STUDIOS and A&B NETWORK. [2007-2011]



#### Revolutionary, Multimillion-Dollar Idea that Pushed an Industry Forward

- ✓ Landed first-ever deal with \$13.8B dynamo, Viacom, to promote new lineup of shows. Initial deal opened doors with 60+ other networks, with biggest adopters including NBUUniversul, Fix Entertainment Group, and Turnor Broadcasting.

#### Steered High-Stakes Negotiations to Success...

- ✓ Proved ShoBit to be a formidable force after winning technological and legal skirmishes.
- ✓ Sold company for 7 figures to Piell.com investors, positioning ShoBit.tv to expand its international footprint through Piell's global reach and resources.

### Turned Self-Funded Venture into €120M Success for Styples' B2B Division [1995–2001]

CEO/Founder: ZONE MARKETING (sold to Corporate XPress/Styples Advantage), Milan, Italy

Launched B2B sales & marketing agency and invited by bread-and-butter client, Beta Ufficio (office equipment supplier), to replace incumbent CMO as exclusive contractor after triggering 25% sales boost. Enforced lean operations and engineered peak ROI via 15% savings on all marketing campaigns.

- ✓ Doubled Beta's sales from €40M ↑ €80M in 3.5 years, adding and grooming 150 charismatic sales agents Italy-wide to energize its initial 120-person team.

#### Secured 5- & 6-Figure Enterprise Contracts with:

Pradi, Guzzi, Ferragano, Fiet, Menarini, ENEL, Telecom Italia, GSE, Poste Italiane, Esselunga, Unicredit, Ferrovie Dello Stato, Pirello, Saras, Costa Crociere, and many more.

- ✓ Attracted Corporate XPress (CX) as strategic investor upon Zone Marketing's success, negotiated company sale at significant premium, and accepted invitation to stay on board as CMO & Acting COO. Launched operations to expand CX's global contract footprint from USA to Italy and added profitable product lines (15,000 by 2001).
  - Retained 95% agents and 90% top corporate clients during transition—despite cutthroat competition.
- ✓ Vaulted sales from €0 ↑ €65M and sales force to 350 in a year—€120M in 3 years—setting foundation for CX to become top 3 equipment supplier in Italy.

## International Resume: Branding & Marketing a Renaissance Man

A third-generation entrepreneur, Luciano made a career out of turning his passions into business successes. Having recently sold his latest venture to Silicon Valley investors, he was in hot pursuit of his next big challenge and approached me to collate his **wildly unconventional career mix** into a gripping resume story line. Here's his career rundown:

- ✓ Founded and sold B2B marketing business; then stayed onboard to head up sales and marketing for an American business equipment manufacturer.
- ✓ Went to Hollywood to write and produce scripts.
- ✓ Launched, ran, and sold a high-tech media company.

Luciano was now targeting companies in health, wellness, and fitness—first choice being an Italian gym equipment manufacturer that just set up a business incubator. The problems: he was an out-and-out health nut since childhood but had no formal corporate experience in the industry and wasn't clear on what exact roles to target since a lot of his career was spent outside the confines of a normal corporate structure, especially the 9 years he spent in Hollywood as a writer.

After an in-depth conversation and combined research, we came up with the perfect role in which he could put *all* of his assets to use: **Head of Global Entrepreneurship, Innovation, and Strategy**.

When he told me that sports and fitness made him the person he is and played a major part in all his successes—especially in Hollywood—I knew we struck gold. We came up with a powerful quote that I could use as an opening brand statement instead of using a traditional executive summary:

*“Sports and fitness have made me who I am...They've pushed me to take risks, make sacrifices, stay focused, and get out of my comfort zone. They remind me what I'm capable of—in life and business.”*

Luciano chose brand colors that reflected his **electrifying dynamism** and I incorporated them throughout. Along with his successes in **entrepreneurship, innovation, strategy, and relationship building**, I highlighted his entire battery of industry-specific coaching & training experiences, certifications, courses, and new fitness ventures on the first page. This way, he could easily extract it and use it at networking events, which was his primary job search strategy.

Since his target company was big on product development/R&D and B2B marketing, I highlighted Luciano's corporate marketing success at the American business equipment manufacturer with an eye-catching **GRAPH** and **TABLE** combo. On the product development and marketing side, I created a **PIE CHART** showcasing his solution's **MARKET DOMINANCE** over the biggest company in the industry on page one and created a **VISUAL CUE** on page two explaining how his **“Revolutionary, Multimillion-Dollar Idea Pushed an Industry Forward.”** Impressive stuff.

How did I tie in the Hollywood writing experience? It was about writing, yes. Behind the scenes, it was about how Luciano not only penetrated but also wheeled and dealt with big-name studios to turn it into a **“lucrative commercial enterprise.”** Skills and relationships he can leverage. It takes a certain kind of person to risk it and make a success of it—no matter what. He did it despite the skepticism and incredible challenges. The fitness industry would be no sweat!

Since the Founder / CEO of his target company built his first piece of gym equipment in his garage, I used the attention-grabbing headline **“Propelled Tech Startup from ‘2 Guys in a Garage’ to Eclipse \$75B Industry Titan”** to make an **emotional connection** with him instead of using a normal position title / company name header.

I carried that “newspaper” headline theme throughout in this marketing brochure-style resume.

Luciano is in the process of creating his own “job description” to pitch to the Founder / CEO of his target company and other fitness enterprises at a major European convention. **I can't wait to hear about his next great adventure!**